

03-05-02

A

As modified by Blakely, Sokoloff, Taylor & Zafman LLP

PTO/SB/05 (03-01)

Approved for use through 10/31/2002. OMB 0651-0032

Patent and Trademark Office; U.S. DEPARTMENT OF COMMERCE

Under the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless it displays a valid OMB control number.

UTILITY PATENT APPLICATION TRANSMITTAL

(Only for new nonprovisional applications under 37 CFR 1.53(b))

Attorney Docket No. 004688.P060

(maximum 12 characters)

First Named Inventor Brian KohneTitle: METHOD AND SYSTEM FOR INTERACTIVE PROGRAMMING GUIDE BACKGROUND SELECTIONExpress Mail Label No. EL867650248US11002 U.S. PTO
10/090206

03/01/02

ADDRESS TO: Assistant Commissioner for Patents
Box Patent Application
Washington, D. C. 20231**APPLICATION ELEMENTS**

See MPEP chapter 600 concerning utility patent application contents.

1. X **Fee Transmittal Form (e.g., PTO/SB/17)**
(Submit an original and a duplicate for fee processing)
2. X **Applicant Claims Small Entity Status. (37 CFR 1.27)**
3. X **Specification (Total Pages 24)**
(preferred arrangement set forth below)
 - Descriptive Title of the Invention
 - Cross Reference to Related Applications
 - Statement Regarding Fed sponsored R & D
 - Reference sequence listing, a table,
or a computer program listing appendix
 - Background of the Invention
 - Brief Summary of the Invention
 - Brief Description of the Drawings (if filed)
 - Detailed Description
 - Claim(s)
 - Abstract of the Disclosure
4. X **Drawings(s) (35 USC 113) (Total Sheets 8)**
5. X **Oath or Declaration (Total Pages 4)**
 - a. Newly Executed (Original or Copy)
 - b. Copy from a Prior Application (37 CFR 1.63(d))
(for Continuation/Divisional with Box 18 completed)
 - i. DELETIONS OF INVENTOR(S) Signed statement attached deleting
inventor(s) named in the prior application, see 37 CFR 1.63(d)(2)
and 1.33(b).
 - c. X Unsigned.
6. **Application Data Sheet. (37 CFR 1.76)**
7. CD-ROM or CD-R in duplicate, large table or Computer Program (Appendix)
8. Nucleotide and/or Amino Acid Sequence Submission
(if applicable, all necessary)
 - a. Computer Readable Form (CRF)
 - b. Specification Sequence Listing on
 - i. CD-ROM or CD-R (2 copies), or
 - ii. paper
 - c. Statement verifying identity of above copies

ACCOMPANYING APPLICATION PARTS

03/01/02

jc355 U.S. PTO

10090206-030402

| | |
|--|--|
| 9. _____ Assignment Papers (cover sheet & documents(s)) | |
| 10. _____ | a. Separate 37 CFR 3.73(b) Statement (where there is an assignee) |
| _____ | b. Power of Attorney |
| 11. _____ | English Translation Document (if applicable) |
| 12. _____ | a. Information Disclosure Statement (IDS)/PTO-1449 |
| _____ | b. Copies of IDS Citations |
| 13. _____ | Preliminary Amendment |
| 14. <u> X </u> | Return Receipt Postcard (MPEP 503) (Should be specifically itemized) |
| 15. _____ | Certified Copy of Priority Document(s) (if foreign priority is claimed) |
| 16. _____ | Request and Certification under 35 U.S.C. 122(b)(2)(B)(i). <u>Applicant must attach form PTO/SB/35 or its equivalent.</u> |
| 17A. <u> X </u> | Other: <u>Express Mail Certification</u> |

17B. X Pursuant to 37 C.F.R. 1.136(a)(3), applicant(s) hereby request and authorize the U.S. Patent and Trademark Office to (1) treat any concurrent or future reply that requires a petition for extension of time as incorporating a petition for extension of time for the appropriate length of time and (2) charge all required fees, including extension of time fees and fees under 37 C.F.R. 1.16 and 1.17, to Deposit Account No. 02-2666.

18A. If a **CONTINUING APPLICATION**, check appropriate box, and supply the requisite information below and in a preliminary amendment, or in an Application Data Sheet Under 37 C.F.R. 1.76:

_____ Continuation _____ Divisional X Continuation-in-part (CIP)

Of Prior Application No.: 10/008,229 Title: METHOD AND SYSTEM FOR CONTENT-BASED BROADCASTED PROGRAM SELECTION Filed: 11/30/01 Examiner: Not Yet Assigned Group Art Unit: Not Yet Assigned

AND

Of Prior Application No.: Not Yet Assigned Title: METHOD AND SYSTEM FOR ADVERTISING BASED ON THE CONTENT OF SELECTED CHANNELS OR BROADCASTED PROGRAMS Filed: 2/27/02 Examiner: Not Yet Assigned Group Art Unit: Not Yet Assigned

(which is a _____ continuation/ _____ divisional/ _____ CIP of prior application no. _____, which is a _____ continuation/ _____ divisional/ _____ CIP of prior application no. _____) (List entire chain of priority)

Applicant(s): Also include a Preliminary Amendment to amend the specification to claim priority. For CONTINUATION AND DIVISIONAL APPS only: The entire disclosure of the prior application, from which an oath or declaration is supplied under Box 5b, is considered a part of the disclosure of the accompanying continuation or divisional application and is hereby incorporated by reference. The incorporation can only be relied upon when a portion has been inadvertently omitted from the submitted application parts.

18B. Statement under 37 CFR 3.73(b) for continuing application:

The undersigned states that _____ (name of assignee) is the assignee of the entire right, title, and interest in the accompanying patent application by virtue of an assignment recorded in the Patent and Trademark Office at Reel No. _____ Frame No. _____ (or a copy of which is attached).

19. Correspondence Address

Customer Number or Bar Code Label _____

or _____ (Insert Customer No. or Attach Bar Code Label here)

 X Correspondence Address Below

NAME John P. Ward

BLAKELY, SOKOLOFF, TAYLOR & ZAFMAN LLP

ADDRESS 12400 Wilshire Boulevard

Seventh Floor

CITY Los Angeles STATE California ZIP CODE 90025-1026

Country U.S.A. TELEPHONE (408) 720-8300 FAX (408) 720-8383

Name (PRINT/TYPE) John P. Ward Registration No.: 40,216

Signature: _____ Date: 3/1/02

FEE TRANSMITTAL FOR FY 2002**TOTAL AMOUNT OF PAYMENT (\$)** \$ 370.00**Complete if Known:**

Application No. New Patent Application
 Filing Date Herewith
 First Named Inventor Brian Kohne
 Group Art Unit Not Yet Assigned
 Examiner Name Not Yet Assigned
 Attorney Docket No. 004688.P060

METHOD OF PAYMENT (check one)

1. ☒ The Commissioner is hereby authorized to charge indicated fees and credit any over payments to:

Deposit Account Number 02-2666
 Deposit Account Name Blakely, Sokoloff, Taylor & Zafman

- ☒ Charge Any Additional Fee Required Under 37 CFR 1.16 and 1.17

- ☒ Applicant claims small entity status. See 37 CFR 1.27

2. ☒ Payment Enclosed: ☒ Check
☐ Money Order
☐ Other

FEE CALCULATION**1. BASIC FILING FEE**

| Large Entity | | Small Entity | | Fee Description | Fee Paid |
|--------------|----------|--------------|----------|------------------------------------|----------|
| Code | Fee (\$) | Code | Fee (\$) | | |
| 101 | 740 | 201 | 370 | Utility application filing fee | 370.00 |
| 106 | 330 | 206 | 165 | Design application filing fee | |
| 107 | 510 | 207 | 255 | Plant filing fee | |
| 108 | 740 | 208 | 370 | Reissue filing fee | |
| 114 | 160 | 214 | 80 | Provisional application filing fee | |

SUBTOTAL (1) \$ 370.00**2. EXTRA CLAIM FEES**

| | | Extra Claims | Fee from below | Fee Paid |
|--------------------|-----------|-------------------|----------------|------------|
| Total Claims | <u>20</u> | - 20** = <u>0</u> | X <u>18.00</u> | = <u>0</u> |
| Independent Claims | <u>3</u> | - 3** = <u>0</u> | X <u>84.00</u> | = <u>0</u> |
| Multiple Dependent | | | | = |

**Or number previously paid, if greater; For Reissues, see below.

| Large Entity | | Small Entity | | Fee Description |
|--------------|----------|--------------|----------|---|
| Code | Fee (\$) | Code | Fee (\$) | |
| 103 | 18 | 203 | 9 | Claims in excess of 20 |
| 102 | 84 | 202 | 42 | Independent claims in excess of 3 |
| 104 | 280 | 204 | 140 | Multiple dependent claim, if not paid |
| 109 | 84 | 209 | 42 | **Reissue independent claims over original patent |
| 110 | 18 | 210 | 9 | **Reissue claims in excess of 20 and over original patent |

SUBTOTAL (2) \$ 0

FEE CALCULATION (continued)

3. ADDITIONAL FEES

| <u>Large Entity</u> | | <u>Small Entity</u> | | <u>Fee Description</u> | <u>Fee Paid</u> |
|---------------------|-----------------|---------------------|-----------------|--|-----------------|
| <u>Fee Code</u> | <u>Fee (\$)</u> | <u>Fee Code</u> | <u>Fee (\$)</u> | | |
| 105 | 130 | 205 | 65 | Surcharge - late filing fee or oath | _____ |
| 127 | 50 | 227 | 25 | Surcharge - late provisional filing fee or cover sheet | _____ |
| 139 | 130 | 139 | 130 | Non-English specification | _____ |
| 147 | 2,520 | 147 | 2,520 | For filing a request for ex parte reexamination | _____ |
| 099 | 8,800 | 099 | 8,800 | Request for inter parties reexamination | _____ |
| 112 | 920* | 112 | 920* | Requesting publication of SIR prior to Examiner action | _____ |
| 113 | 1,840* | 113 | 1,840* | Requesting publication of SIR after Examiner action | _____ |
| 115 | 110 | 215 | 55 | Extension for reply within first month | _____ |
| 116 | 400 | 216 | 200 | Extension for reply within second month | _____ |
| 117 | 920 | 217 | 460 | Extension for reply within third month | _____ |
| 118 | 1,440 | 218 | 720 | Extension for reply within fourth month | _____ |
| 128 | 1,960 | 228 | 980 | Extension for reply within fifth month | _____ |
| 119 | 320 | 219 | 160 | Notice of Appeal | _____ |
| 120 | 320 | 220 | 160 | Filing a brief in support of an appeal | _____ |
| 121 | 280 | 221 | 140 | Request for oral hearing | _____ |
| 138 | 1,510 | 138 | 1,510 | Petition to institute a public use proceeding | _____ |
| 140 | 110 | 240 | 55 | Petition to revive - unavoidable | _____ |
| 141 | 1,280 | 241 | 640 | Petition to revive - unintentional | _____ |
| 142 | 1,280 | 242 | 640 | Utility issue fee (or reissue) | _____ |
| 143 | 460 | 243 | 230 | Design issue fee | _____ |
| 144 | 620 | 244 | 310 | Plant issue fee | _____ |
| 122 | 130 | 122 | 130 | Petitions to the Commissioner | _____ |
| 123 | 50 | 123 | 50 | Processing fee under 37 CFR 1.17(q) | _____ |
| 126 | 180 | 126 | 180 | Submission of Information Disclosure Stmt | _____ |
| 581 | 40 | 581 | 40 | Recording each patent assignment per property (times number of properties) | _____ |
| 146 | 740 | 246 | 370 | For filing a submission after final rejection (see 37 CFR 1.129(a)) | _____ |
| 148 | 110 | 248 | 55 | Statutory Disclaimer | _____ |
| 149 | 740 | 249 | 370 | For each additional invention to be examined (see 37 CFR 1.129(b)) | _____ |
| 179 | 740 | 279 | 370 | Request for Continued Examination (RCE) | _____ |
| 169 | 900 | 169 | 900 | Request for expedited examination of a design application | _____ |
| 195 | 300 | 195 | 300 | Publication fee for early, voluntary, or normal pub. | _____ |
| 196 | 300 | 196 | 300 | Publication fee for republication | _____ |
| 194 | 130 | 194 | 130 | Request for voluntary publication or republication | _____ |
| 098 | 130 | 098 | 130 | Processing fee under 37 CFR 1.17(i) (except provisionals) | _____ |
| 091 | 1,280 | 091 | 1,280 | Acceptance of unintentionally delayed claim for priority | _____ |

Other fee (specify) _____

Other fee (specify) _____

SUBTOTAL (3) \$ 0

*Reduced by Basic Filing Fee Paid

SUBMITTED BY:

Typed or Printed Name: John P. Ward

Signature: _____ Date: 3/1/02

Reg. Number: 40,216 Telephone Number: (408) 720-8300

(Date signed)

☐ Other: _____